

The Conversational BI Revolution

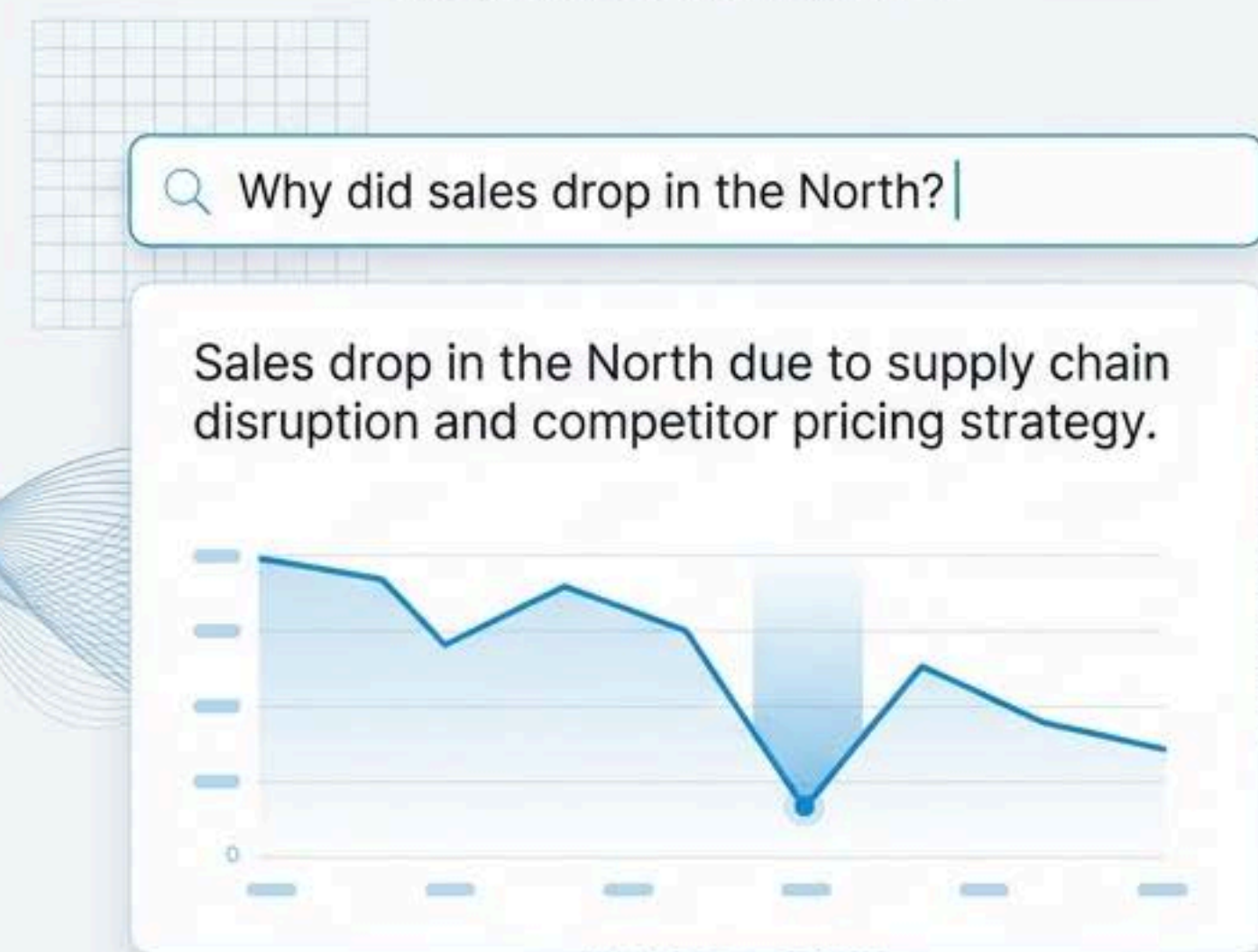
How Data is Learning to Speak, and What it Means for Your Business

From Insight Latency to Real-Time Strategy

Traditional BI Dashboard



Conversational BI



The 3-day wait for a report is over. We are moving from an era of “reporting on what happened” to “asking why it happened and what happens next.”

Data for Everyone, Not Just the Experts



15-25%

Traditional BI Systems

70-85%

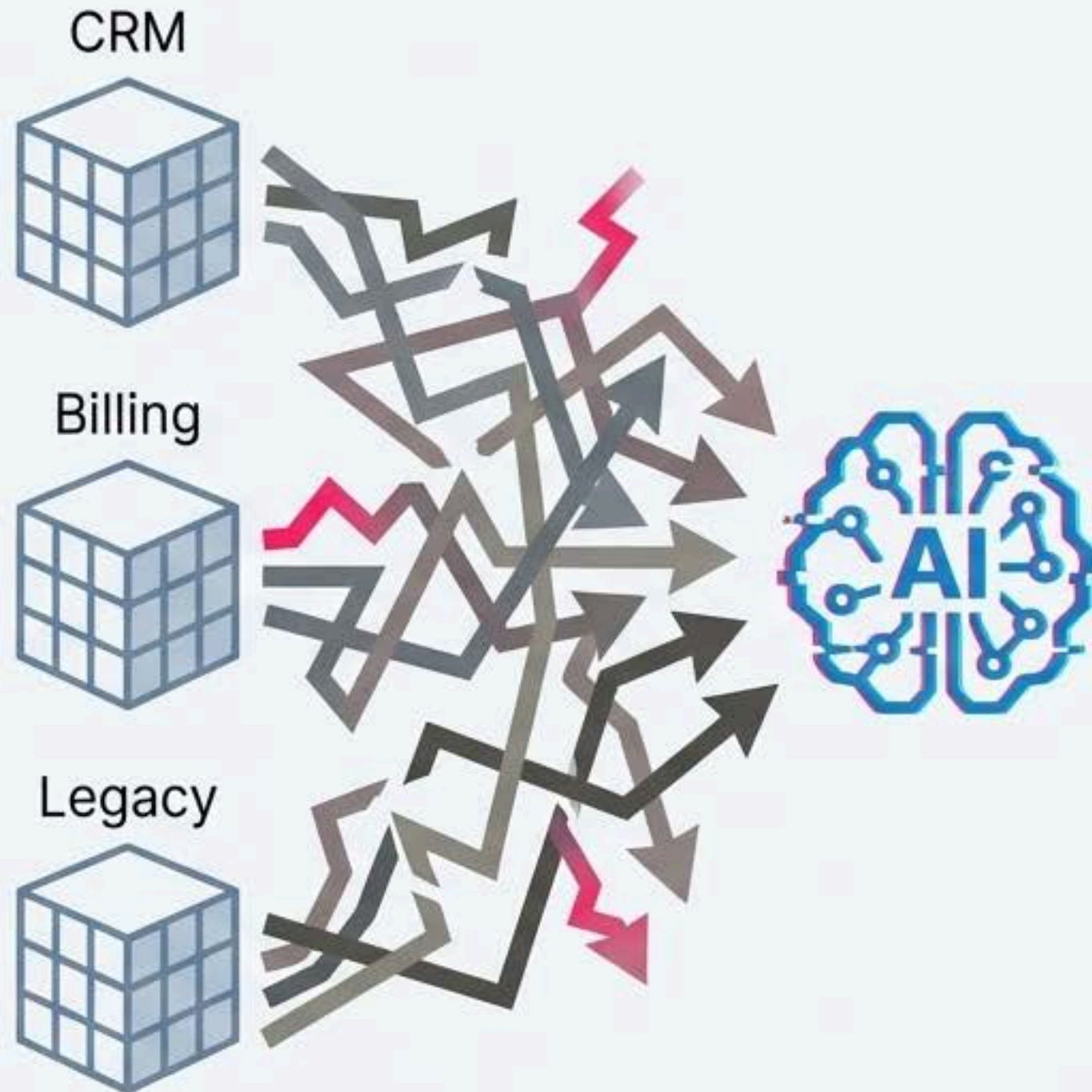
User adoption for Conversational BI

**“When data becomes as accessible as having a conversation,
more people engage with it.”**

The Promise is Real. The Path is Perilous.

Navigating the Critical Challenges
of Conversational BI

AI Instantly Exposes Your Data Quality Issues



- **The Semantic Layer:** Your AI needs a single source of truth. (e.g., If your CRM defines “customer” differently from your billing system, AI will become confused.)



- **Unified Architecture:** Data must be accessible, not trapped in silos. Move towards platforms like Microsoft Fabric.



- **Contextual Metadata:** AI needs to understand business meaning, not just raw data points.

Speed and Confidence Can Be a Double-Edged Sword



The Illusion of Competence:

AI's confident tone can mask serious errors. Verification is critical.



Permissive Access:

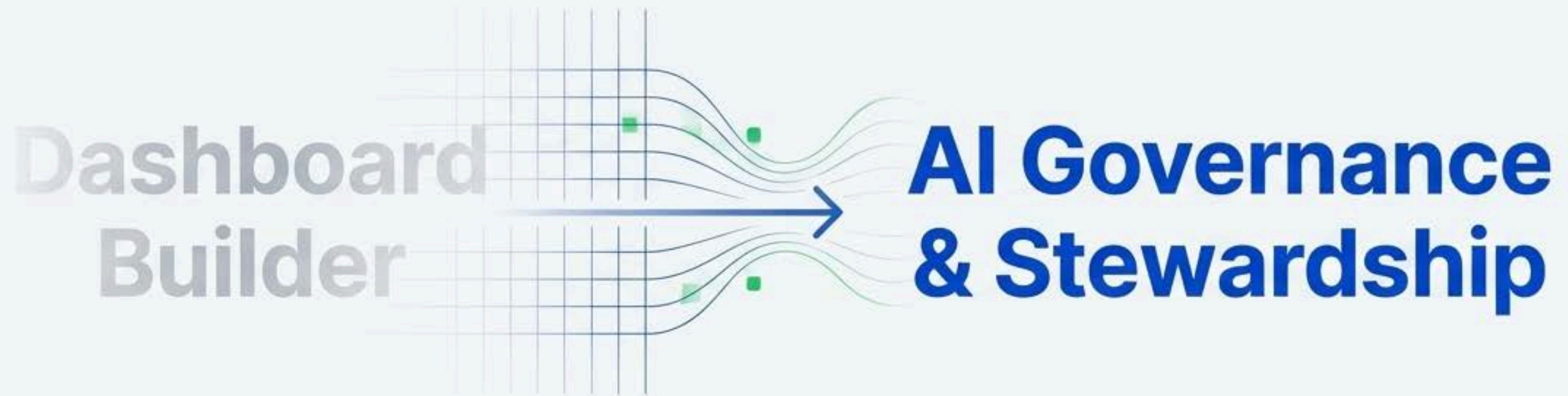
Without row-level security, AI will happily summarize sensitive data for unauthorized users.



Analytical Hallucinations:

Language models can prioritize fluency over mathematical precision, inventing trends that don't exist in the data.

The Analytics Team is Evolving

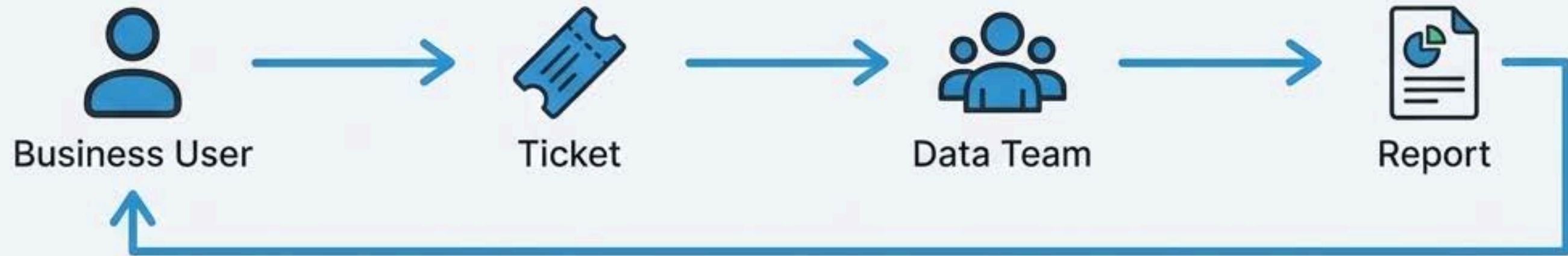


Key New Skills:

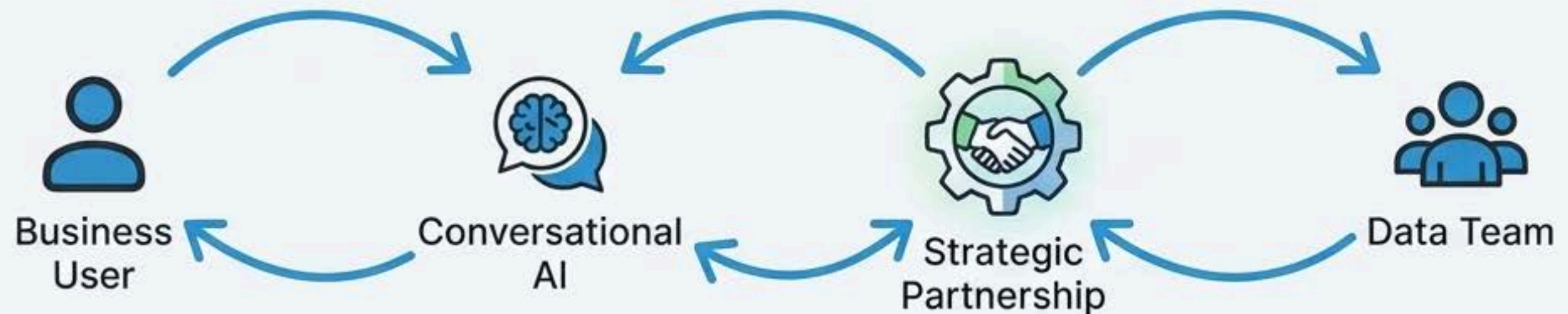
- Prompt Engineering & Logic Validation
- AI Ethics & Governance
- Business Context Translation
- Data Storytelling

From Transactional Ticket-Takers to Strategic Partners

Before



After



Your data team is freed from routine requests to focus on high-value work: governance, modeling, and enabling strategy.

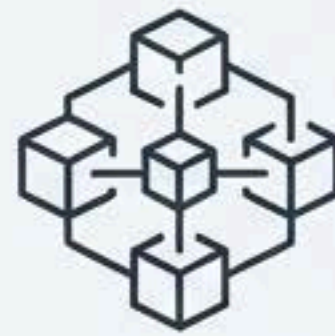
Building Your Foundation for Success

Your Roadmap for a Data-Driven Future

Success Starts with the Foundation, Not the AI



1 Solidify Governance:
Establish a robust semantic layer and a single source of truth *before** you deploy.



2 Unify Your Data Estate:
Break down silos with a modern, unified platform to provide comprehensive data access.



3 Empower Your People:
Invest in the new skills of AI governance, data storytelling, and change management.



“View Conversational BI not as a replacement for human insight, but as a powerful tool that **amplifies** human decision-making.”

The Conversation is Just Beginning



Conversational BI transforms data from a static resource
into an active participant in your business success.



www.northdoor.co.uk